

MARKING SCHEME OF SAMPLE QUESTION PAPER

SUBJECT : MARKETING & SALES

MARKS

**SECTION –A**

**Tick the correct answer (1mark each).**

**Answer any 10 questions out of the given 12 questions:**

1	4p's	(1)
2	Undifferentiated strategy	(1)
3	resources of the nation	(1)
4	psychographic segmentation	(1)
5	sales promotion	(1)
6	1960	(1)
7	website	(1)
8	on the spot research	(1)
9	qualifying	(1)
10	functional relationship	(1)
11	preapproach	(1)
12	field sales manager	(1)

**Very Short Questions: (2 marks each).**

**Answer any 5 questions out of the given 7 questions:**

13	Marketing mix helps in pursuing consumer oriented marketing as it serves a direct move between the organisation and its customers. Helps in increasing the sales and earning higher profits. To maintain a balanced relation between the various elements of marketing mix Marketing mix signifies that its 4 elements are closely interrelated (Any four points to be explained)	Half mark for each correct explanation
14	It should be simple It should be convincing It should be in the language the customer can easily understand It should be eye catching Any other relevant point	Half mark for each correct point
15	Cost plus pricing Hour based pricing Penetration pricing Skimming	1/2 mark for each correct strategy

16	The sources are : - Reference given by the customers - Reference from sales manager - Networking - Obtaining the data base from outside agencies that deal in providing such data	1/2 mark for each correct point
17	In case of technical product: - The salesman should try to gain commitment in two ways (i) Fix up another meeting (ii) Ask for commitment In case of non-technical products :  - The salesman should try to sell the product in first and the only call	1 mark for each
18	1 To build customer relationship by creating customer loyalty 2. To bring more individuals and eventually more revenues for the organisation by satisfying customers needs. 3. Any other relevant point	1+1
19	1. Are you already using a Mixer Grinder ? 2. Why do want to change the Mixer Grinder ? 3. Did you have problem using the machine, repairing problem or any other ? 4. Would you like to go for an easy instalment scheme or cash down option ?	1 mark for each

**Short Questions: (3 marks each).**

**Answer any 5 questions out of the given 7 questions:**

20	1. People skill 2. Communication skills 3. Company information; or 4. Any other point with proper explanation	1 mark for each correct point and explanation
21	1. Needy 2. Legally capable 3. Paying capability 4. Decision making power	1 mark for each correct point and explanation
22	1 segment should be measurable 2 should be accessible 3. Should be large 4. It should be feasible 5 it should be different (ANY three points)	1 mark for each correct point and explanation
23	Part-A : Revenue Generator: To increase sales volume and to contribute towards Company's profitability Part-B : Consultant to customer He listens to customer Identifies their needs Gains confidence Convince them about the product in consultative manner	1-1/2+1-1/2

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| 24 | <p>Market Targeting :</p> <p>It aims at evaluating and comparing the various segments to see their attractiveness and deciding as to which segment, the marketer should focus. The process of market segmentation cannot be done in isolation, it has to be followed by targeting the market and positioning the products</p> <p>Any suitable example</p>       | 1+1+1 |
| 25 | <p>It is a part of the presentation to make the presentation more effective and to convince the customers as it involves showing proofs.</p> <p>Any suitable 3 examples in the form of visuals</p>  | 1+1+1 |
| 26 | <ol style="list-style-type: none"> <li>1. Salesman take feedback of the product from the customers to know the customers better and incorporate the necessary changes</li> <li>2. By listening to the customers grievances and making them feel comfortable, loyalty of customers is gained even after the deal</li> <li>3. Any other relevant point</li> </ol> | 1+1+1 |

### **SECTION –B**

**Long/Essay type questions (5 marks each).**

**Answer any 3 questions out of the given 5 questions:**

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|----|--|---|
| 27 | <ol style="list-style-type: none"> <li>1. Preparing for a meeting</li> <li>2. Discussion</li> <li>3. Active listening</li> <li>4. Proposing</li> <li>5. Emotional control</li> </ol> <p>(with explanation)</p>                           | <p>1/2 mark for each heading and 1/2 for each explanation</p> |
| 28 | <p>Assumption close<br/>         Concluding close<br/>         Special scheme close<br/>         Future close<br/>         Alternative close</p>   | <p>1/2 mark for each heading and 1/2 for each explanation</p> |
| 29 | <p>To call on customers<br/>         To maintaining and extend sales territory<br/>         To increase sales<br/>         To build Company's image<br/>         To create product knowledge<br/>         (Any other relevant point)</p> | <p>1/2 mark for each heading and 1/2 for each explanation</p> |

30	<ol style="list-style-type: none"> <li>1, Objection related to high price</li> <li>2. Objection related to the product or service</li> <li>3. Objection related to procrastinating</li> <li>4. Concealed objections</li> </ol>	1+1+1+1
31	<ol style="list-style-type: none"> <li>1. Competition with low priced competitors</li> <li>2. To find out more qualified leads</li> <li>3. Need to win more business proposals</li> <li>4. Internet revolution</li> <li>5. Planning budget cuts</li> <li>6. Any other relevant point</li> </ol>	1/2 mark for each heading and 1/2 for each explanation